

(Washington, DC)— Congresswoman Gwen Moore (D-Wisc.) today announced that the city of Milwaukee will receive a \$150,000 grant to fund a transformational planning strategy that will be used to revive Milwaukee's 30th Street Industrial Corridor. The grant comes from the Department of Commerce's Economic Development Administration.

"The 30th Street Industrial Corridor has seen some hard times, but I believe it has enormous potential," Congresswoman Moore said. "As we all know, quick fixes won't be sufficient here. What we need is a longer-term transformational strategy that takes into account a comprehensive view of the various challenges the area faces as well as a plan to address them. Toward that end, these funds will help support the development of such a strategy. Of course, the real success can only come if the implemented plan creates new jobs and sparks new investment."

The 30th Street Industrial Corridor will continue to be important to the City of Milwaukee's ability to provide family-supporting jobs. However, the corridor represents a part of the city where there is little private sector momentum to get development off the ground, which is why the city is taking action to help expand the area's economy.

"The revitalization of the 30th Street Corridor is a long-term project, and solid planning at the beginning will set the stage for both public and private investment that makes redevelopment a reality," said Milwaukee Mayor Tom Barrett. "We appreciate the Economic Development Administration's support for this crucial first step in the project."

The 30th Street Industrial Corridor Transformation Plan will be a comprehensive document that will put together existing studies, analyze their key findings, identify economic development gaps in the 30th Street Industrial Corridor and develop viable options to fill those gaps. The city will prepare a strategic plan to redevelop the area that also integrates recommendations from neighborhood plans, and a final report will be presented to the Mayor.

The plan will identify how to revitalize the 30th Street Industrial Corridor and will consider the integration of alternative land uses, workforce training needs, environmental conditions, target industries, transportation access, property uses and individual neighborhood action plans.

The city received technical assistance with the grant process through the Wisconsin Department of Commerce's Milwaukee 7 region.

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